Most Asked Questions & Answers (for *GardenGrow*)

1. **What exactly does your business do?**
   We produce and sell high-quality **organic 500 ml bottles** at ₹149 each. Our goal is to make healthy, chemical-free food accessible to everyone — not just a luxury for a few.

2. **How do you set your prices (₹149 for 500 ml)? Why this price?**
   We deliberately kept our price at ₹149 to stay affordable while maintaining organic quality. Most organic competitors sell the same quantity for ₹199-₹249. We chose lower profit margins so that more people can actually afford to live healthy.

3. **Do you mass-produce or is it small scale?**
   We operate on an **on-demand production model**. That means we only produce based on predicted demand and confirmed orders. This ensures zero waste, maximum freshness, and sustainable resource use. While we have the capacity to scale, we produce in controlled batches rather than mass-producing stock that might expire.

4. **What are your profit margins? Can you show modest numbers?**
   Our cost to produce one 500 ml bottle is roughly ₹100, including ingredients, packaging, and fair wages. Selling at ₹149 gives us a **gross margin** of about 33%. After factoring in logistics, overhead, and social contributions, our **net margin** stands around 10%. We intentionally keep it modest to stay true to our accessibility and sustainability goals.

5. **What do you do with your profits?**
   A significant portion of our profits is reinvested into improving production efficiency, better packaging, and expanding our organic supply chain. Around **25% of our profits are donated to NGOs** that support food security and community development initiatives.

6. **Who do you employ? What kind of people?**
   We hire from **marginalised and underrepresented communities**, offering them fair wages, skill training, and stable employment. Our goal isn’t just to make organic food but to make a social impact — empowering people while we grow as a company.

7. **How do you ensure freshness and quality?**
   Since our products are organic and preservative-free, we maintain a short **expiry window of 35-40 days**. This is by design — it ensures

our customers always receive fresh, chemical-free products while discouraging overproduction and waste.

8. **How do you compare to other brands (pricing / quality)?**
   Competing organic brands charge around ₹199-₹249 for 500 ml and still often rely on mild preservatives for longer shelf life. Our ₹149 price point, 100% natural ingredients, and short expiry period make us a brand that values *authenticity over convenience*.

9. **What's your distribution / sales channel? How do you reach customers?**
   We sell directly through our official website, **thegardengrow.vercel.app**, and supply selected local stores that align with our sustainability ethos. Our direct-to-consumer approach allows us to maintain transparency and freshness — customers get products made recently, not months ago.

10. **What are your future goals?**
    Over the next year, we plan to upgrade our predictive production system, expand into tier-2 cities, and launch larger packaging options for regular buyers. We'll also continue investing in community employment and scaling our impact without compromising quality or sustainability.

11. **How do you ensure organic and ethical standards?**
    We source from certified organic farms and local growers. Each batch is inspected and documented for traceability. We use eco-friendly packaging and avoid artificial additives or preservatives, which is why our products have a naturally shorter shelf life.

12. **What challenges do you face as an organic brand?**
    Our biggest challenges are balancing affordability with organic standards, managing short shelf life without preservatives, and scaling production while staying sustainable. But our on-demand model and loyal customers help us overcome these consistently.

Summary Statement (for judges)

"At GardenGrow, we sell organic 500 ml bottles for ₹149. We produce **on demand**, forecasting production based on real-time orders to avoid overstocking and waste. Our cost per bottle is about ₹100, giving a 33% gross margin and around 10% net margin. Because we don't use artificial preservatives, our products have a short **35-40-day shelf life**, ensuring absolute freshness. We employ individuals from marginalised communities, donating roughly **25% of profits to NGOs** that uplift these

same groups. We aim to make organic living affordable, ethical, and sustainable — not just profitable.”